



vistatvdenver.com

VISTA TV: Network Concept

In entertaining short video episodes, VISTA shows you the newest and most exclusive destinations in food, nightlife, art, shopping, fashion, wellness, weekend escapes and family living. Our very own expert hosts take you behind the scenes for first look access to the cutting edge lifestyle and the people who define it.

Each week VISTA will release new segments in one or more categories of our channel. *VISTA's Scene* features the latest upscale restaurant, bar, club, shop, spa, arts, and cultural venues to keep you up-to-date in Denver. Sit down with Rob Michaels in *Shakers* for intimate conversations over drinks with taste-makers and style setters in Denver. *VISTA/LUX* explains the how-to of luxury living and *REAL/LIFE* takes you through the eyes of those who live it.

All programs will be produced in-house by our professional editorial production teams dedicated to keeping you up-to-date on the latest Denver has to offer.

The following topics will be covered in 3 min. or 5 min. video vignettes

Food	Arts	Catering
Nightlife	Kids	Wedding Planning
Concerts	People	Local politics
Shopping	Open House	The Forum
Style	Gen NOW	Auctions
Wellness	Cooking	Non-profit Groups
Escapes	Party ideas	Neighborhood Updates

The following specialty programs will be covered in 3 min. or 5 min. video vignettes

Shakers

Sit down with a VISTA host and one of Denver's many movers and "shakers" in business, arts, local politics, musicians, etc

VISTA coffee talk

A quick discussion with locals on various subjects over a cup of joe

The Greasy Spoon Report

A tour of Denver's best dive eateries

VISTA LIVE

A monthly recap highlighting local bands and upcoming shows in the Denver area

VISTA RADIO

A weekly video recap on one of Denver's #1 radio morning shows

VISTA TV will launch on Denver Comcast Channel 19 (leased access channel). Content that airs on Channel 19 also airs simultaneously up and down the Front Range. Colorado Springs–Channel 32, Pueblo–Channel 96, Ft Collins–Channel 3, Greeley–Channel 18, and Loveland–Channel 83.

All in all VISTA TV will be available in **over 761,000** Colorado cable households.

The leased access channel offers VISTA the ability to keep costs low for its advertisers while building out the network and the brand to Denver metro viewers one block at a time. The leased access content that airs around VISTA TV programming blocks helps maintain the overall costs of running a channel. VISTA TV plans to build out its block in order to have a weekly presence on channel 19.

Channel 19 info:

- Channel 19 is presently available to over 550,000 homes in the Denver Metro area (see attached coverage map).
- Channel 19 is available to all Comcast subscribers regardless of their monthly cable package.
- The Channel 19 location is considered prime spot on the cable box line up – just FOUR channels away from MTV at channel 23 and THREE channels away from Discovery on Channel 16.

Launch:

- Vista TV will premiere its first life+style advertising block in early 2009 on Saturdays and Sundays from 9am-Noon.
- VISTA TV will continue to air its life+style adverting blocks every Saturday & Sunday thereafter from 9am-Noon.
- Later, in 2009 and beyond VISTA TV will make future schedule additions based on advertiser and viewer feedback through online viewer polls which will ask “when do you want to see more VISTA TV?”

Promotion:

How will people know about VISTA TV?

- VISTA TV will air a \$10,000 per month cross channel promotional schedule of thirty-second commercials on other Comcast cable networks like Food Network, ESPN, Discovery, Comedy Central, E! etc. that will ask viewers of those channels to be sure and check out VISTA TV Every Saturday and Sunday on Comcast Channel 19 from 9am-Noon.
- VISTA TV will partner with radio stations to hold host auditions at various venues so local talent can come in and audition to be a VISTA Host. This type of cross promotion will help promote VISTA on radio.
- In 2009 VISTA TV plans to air a weekly highlight / recap show of one of Denver’s top radio morning shows.
- Each month VISTA TV will do a no charge production on a nonprofit based in Denver that will then air free of charge on VISTA for that month.
- VISTA TV will use a variety of tools, such as Google Analytics®, to improve our web presence and increase traffic to our site.
- The VISTA TV Life+Style VAN will be out and about town holding various promotions at our advertisers’ locations to help spread the word about VISTA TV to the community.
- VISTA TV will run a promotion that asks local college and university students to come up with ideas for a great promotion for VISTA to get the brand out to university students. The winning idea will receive a \$5000 scholarship for the following year.

VISTA TV: Segment Rates[3:00]

3 Minute Segment: Production+Airtime for first month

VISTA will produce company's segment and air for one month.

- Professionally Produced 3 minute segment in High Definition
- 3 minute segment will air for 4 weeks - twice per week on VISTA TV between the hours of 9AM-Noon. Once on Saturday and Once on Sunday (That is 24 minutes per month!)
- 3 minute segment will be available online at VISTATVDENVER.com for that same 4 weeks M-Sun / 24x7.
- Segment will be burned to a DVD for business to have.
- If client wishes to obtain footage of segment for other purposes on a Beta SP tape one can be ordered for \$250 fee. Takes 10 business days from time of purchase
- A VISTA TV Business window decal

Price: \$2,750 net

3 Minute Segment: 3 Month Airtime Only Package

Maintain exposure on VISTA after your first month on air with this great package

- 3 minute segment will air for 4 weeks - twice per week on VISTA TV between the hours of 9AM-Noon. Once on Saturday and Once on Sunday (That is 24:00 minutes per month!)
- 3 minute segment will be available online at VISTATVDENVER.com for that same 4 weeks M-Sun / 24x7.

Price: \$1,650 net Per Month

We gladly accept



VISTA TV: Segment Rates [5:00]

5 Minute Segment: Production+Airtime for first month

VISTA will produce company's segment and air for one month.

- Professionally Produced 5:00 minute segment in High Definition
- 5 minute segment will air for 4 weeks - twice per week on VISTA TV between the hours of 9AM-Noon. Once on Saturday and Once on Sunday (That is 40:00 minutes per month!)
- 4 minute segment will be available online at VISTATVDENVER.com for that same 4 weeks M-Sun / 24x7.
- Segment will be burned to a DVD for business to have.
- If client wishes to obtain footage of segment for other purposes on a Beta SP tape one can be ordered for \$250 fee. Takes 10 business days from time of purchase
- A VISTA TV Business window decal

Price: \$4,500 net

5 Minute Segment: 3 Month Airtime Only Package

Maintain exposure on VISTA after your first month on air with this great package

- 5 minute segment will air for 4 weeks – twice per week on VISTA TV between the hours of 9AM-Noon. Once on Saturday and Once on Sunday (That is 40:00 minutes per month!)
- 3 minute segment will be available online at VISTATVDENVER.com for that same 4 weeks M-Sun / 24x7.

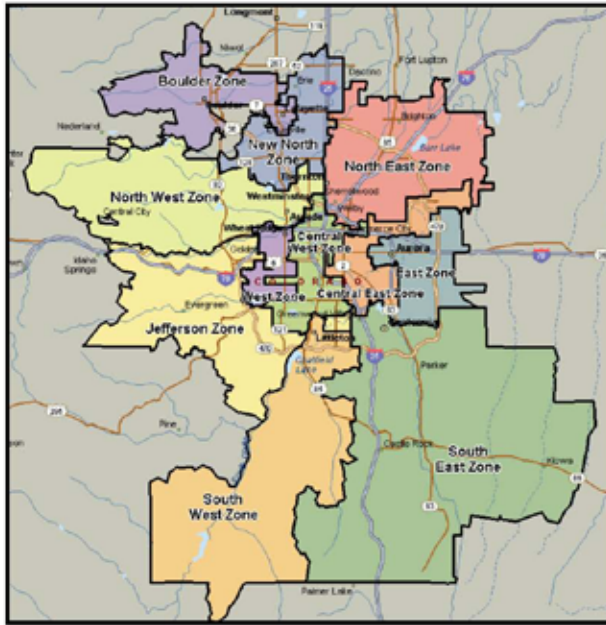
Price: \$2,500 net Per Month

We gladly accept





Denver Metro Zones Map



**Denver Metro Map
Zones Covered**
 Boulder,
 Central West, Central East, East, Jeffco,
 New North, Northwest, Northeast,
 Southwest, Southeast & West

Primary Counties Served:
 Adams, Arapahoe, Boulder,
 Broomfield, Denver, Douglas, Elbert,
 Jefferson

- Boulder Zone
- Central East Zone
- Central West Zone
- East Zone
- Jefferson Zone
- New North Zone
- North East Zone
- North West Zone
- South East Zone
- South West Zone
- West Zone

Map boundaries are an approximation of zone coverage and do not reflect precise boundaries. Numbers of cable homes receiving advertisements are good-faith estimates which may vary by geographic areas and other factors. Comcast Spotlight will periodically update the information provided. For more information, please contact your Sales Account Executive. Comcast Spotlight is a registered trademark of Comcast Corporation.